



## Communications and Engagement Coordinator Job Description

### Summary

The Communications and Engagement Coordinator will work closely with GardenShare's staff, committees, volunteers and partners to lead the organization's communications and engagement program. This person will oversee communication channels and coordinate outreach efforts by external channels like social media platforms, website, media relations, e-news, tabling events, and more. They/she/he will partner with farmers markets, food access programs, community partners, and community members to ensure that St. Lawrence County residents are aware of GardenShare's work to pursue our motto: "Healthy Food, Healthy Farms, Everybody Eats". Qualified candidates of all identities such as but not limited to - race, color, religion, gender identity, veteran status, are encouraged to apply.

### Primary Responsibilities:

- Under the direction of, and in collaboration with GardenShare Staff and Committees, develop and implement the annual communication and engagement plan.
- Develop, write, and edit communications materials, including monthly eNews publications, press releases, website content and social media content for multiple accounts.
- Work with Committees and Staff to ensure event materials are designed, events are marketed, and communicated to further increase stakeholder engagement.
- Collect and analyze trends and analytics, and implement strategies to maximize engagement rates.
- Maintain digital media archives including photos and videos.
- Provide support for engagement opportunities – outreach tabling experiences, farmers markets, community meetings.
- Perform other related duties as assigned.

### Skills, Abilities and Character Traits:

- Compassionate, collaborative, empathetic and dedicated to food justice in St. Lawrence County
- Strong written and verbal communication skills, and an ability to relate well to others (colleagues, public, community leaders, etc.).
- Comfortable functioning independently and as a member of a team.
- Ability to meet deadlines reliably and enjoy working on multiple projects simultaneously.
- Knowledge of Canva, Constant Contact, Google Suite, Meta and Drupal platforms is an asset
- Ability to think strategically and identify ways to improve communication and engagement efforts
- Must be resourceful and take initiative even when given minimal direction

### Experience:

- 2-3 years progressive experience in marketing/communications.
- Bachelor-level degree in marketing and communications preferred
- Experience in the nonprofit sector an asset.



**Job Type:** Full-Time

**Compensation:** \$16.00-\$18.00 per hour

**Work Location:** Primarily, the team works from the office, however work from home options are available. Some travel occurs as part of this position.

**Work authorization:** United States (Required)

**Driver's License:** Required

**Language:** English (Required)

**Benefits:** Flexible schedule and working arrangements; Paid time off

**Schedule:** Monday to Friday, though some weekend events possible

**Application Procedure:**

Please submit a resume and write 2 or 3 paragraphs on why you are a good fit for this position to [info@gardenshare.org](mailto:info@gardenshare.org). Position is open until filled. Selected candidates will be contacted to schedule an interview, in person or over video conference. Candidates will be asked to complete some brief tasks to demonstrate their abilities and expertise.

**About Us**

GardenShare is a nonprofit that promotes a local food system that ensures food security for all St. Lawrence County residents. Its programs focus on connecting consumers and producers, supporting equitable distribution of food resources, removing barriers to access, providing food justice education and advocacy, and engaging with community partners. We are a small team of dedicated employees and volunteers seeking a Communications and Engagement Coordinator to help us pursue our mission and serve our community. GardenShare is an excellent place to develop meaningful, mission-driven experience.

More information about our organization is available at [GardenShare.org](http://GardenShare.org). We look forward to your application!